

**1. General information****Course:** COMMUNICATION LAW AND POLICY**Type:** CORE COURSE**Degree:** 377 - UNDERGRADUATE DEGREE PROGRAMME IN JOURNALISM**Center:** 12 - FACULTY OF COMMUNICATION**Year:** 3**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 16327**ECTS credits:** 6**Academic year:** 2023-24**Group(s):** 30**Duration:** C2**Second language:****English Friendly:** Y**Bilingual:** N**Lecturer:** ANA MARIA LOPEZ CEPEDA - Group(s): 30

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2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

Communication Policies is part of the Media Structure and System subject, along with Global Media Structure and Media System. It addresses public communication policies and audiovisual policies at the international, national and regional levels. Students in Journalism must know public communication policies both at the state and international level.

4. Degree competences achieved in this course**Course competences**

Code	Description
E04	Capacity to read and analyse specialised texts and documents on any relevant topic, and to summarise or adapt them using language or vocabulary understandable to the general public.
E18	Egalitarian awareness with regards to individuals and peoples, respect for international human rights, and knowledge of the great cultural or civilising trends related to individual and collective fundamental values.
G04	Ethical commitment and professional ethics.
G05	Gain knowledge and understanding of Journalism by acquiring rational and critical knowledge of world current affairs in order to understand social phenomena that occur in society today.
G07	Interpret relevant data, such as key events and processes that take place in today's societies, from a synchronic perspective. The scope of this kind of knowledge should be as wide as possible, since it contributes to developing the ability to understand diversity and to fostering civic awareness and respect for alien value systems.
G09	Develop the abilities required for Journalism and Communications in general, in order to pursue further postgraduate and professional retraining studies.
G11	Gain insight into the most relevant concepts, categories, theories and topics of the different subfields of Information & Communications research.

5. Objectives or Learning Outcomes**Course learning outcomes**

Not established.

Additional outcomes

Upon successful completion of this course, students will be able to: Compare communication policies throughout history. Identify current communication policies. Analyze new trends in communication policies and audiovisual policies. Analyze communication policies and audiovisual policies in the European Union and argue what their impact has been in our country. Analyze communication policies and audiovisual policies in Spain and their influence on social communication. Assess the role that public, private and social powers play in public communication policies.

6. Units / Contents**Unit 1: Concept of audiovisual policies.****Unit 2: The cultural and creative industries. Cultural policies and their relationship with audiovisual policies.****Unit 3: Origin of audiovisual policies.****Unit 4: The context of audiovisual policies.****Unit 4.1** The agents of audiovisual policies.**Unit 4.2** Globalization vs localization. Liberalization trend.**Unit 5: Audiovisual policies in the European Union.****Unit 5.1** The Audiovisual Media Services Directive and its background.**Unit 5.2** European action in favor of the audiovisual.**Unit 6: Public Service Media.**

Unit 6.1 Public Service Media crisis.

Unit 6.2 Public Service Media policies.

Unit 7: Public policies on financing the media.

Unit 7.1 Aid to the media.

Unit 7.2 Support to the audiovisual sector.

Unit 8: Policies on digitization and media concentration.

Unit 9: Copyright in the network society.

Unit 10: New policies: Internet governance and other policies.

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures		1.6	40	N	-	
Group tutoring sessions [ON-SITE]	Problem solving and exercises		0.32	8	Y	N	
Writing of reports or projects [OFF-SITE]	Reading and Analysis of Reviews and Articles		1.52	38	N	-	
Writing of reports or projects [OFF-SITE]	Problem solving and exercises		1.08	27	Y	N	
Study and Exam Preparation [OFF-SITE]	Combination of methods		1	25	N	-	
Final test [ON-SITE]	Assessment tests		0.08	2	Y	Y	
Other on-site activities [ON-SITE]	Other Methodologies		0.4	10	Y	N	
Total:			6	150			
Total credits of in-class work: 2.4			Total class time hours: 60				
Total credits of out of class work: 3.6			Total hours of out of class work: 90				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Other methods of assessment	0.00%	10.00%	Another evaluation system on the day of the final test.
Final test	50.00%	60.00%	Final test.
Assessment of problem solving and/or case studies	20.00%	30.00%	Evaluation of memories, reports or practical work.
Other methods of assessment	30.00%	0.00%	
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

Evaluation criteria for the final exam:

Continuous assessment:

In the continuous evaluation, in the final test, students will be able to obtain a maximum of 50% of the final grade, to which 20% will be added for solving problems or cases and 30% for another evaluation system. The note from previous courses will not be kept.

It is necessary to obtain at least a 4 in the final test in order to pass the subject. If a 4 is not passed in the final test, the final mark will be the average and if it is higher than 5, the student will fail with a 4.9. The evaluation of the activities carried out in previous courses will not be kept. To pass the subject it will be necessary to get a score of 5.

Any student may change to the non-continuous assessment modality as long as they have not participated during the class period in assessable activities that together account for at least 50% of the total assessment of the subject. If a student has reached that 50% of evaluable activities or if, in any case, the class period has ended, it will be considered in continuous evaluation without the possibility of changing the evaluation modality.

The rules of plagiarism and common spelling correction for the Degree will be applied. This subject will apply the evaluation criteria agreed in the UCLM Evaluation Regulations, as well as the specific evaluation norms approved by the Faculty Board of the center.

Non-continuous evaluation:

The non-continuous evaluation will be through a final test (60%). To this mark will be added 30% of preparation of practicals and/or practical work that must be delivered by the students one week before the final exam and 10% of another evaluation system. The note from previous courses will not be kept.

It is necessary to obtain at least a 4 in the final test in order to pass the subject. If a 4 is not passed in the final test, the final grade will be the average and if it is higher than 5, the students will fail with a 4.9. The evaluation of the activities carried out in previous courses will not be kept. To pass the subject it will be necessary to get a score of 5.

The rules of plagiarism and common spelling correction for the Degree will be applied. This subject will apply the evaluation criteria agreed in the UCLM Evaluation Regulations, as well as the specific evaluation norms approved by the Faculty Board of the center.

Specifications for the resit/retake exam:

In the extraordinary call, there will be a final test (which may consist of several parts) in which students will obtain 100% of the final grade. The note from previous courses will not be kept.

To pass the subject it will be necessary to get a score of 5.

The rules of plagiarism and common spelling correction for the Degree will be applied. This subject will apply the evaluation criteria agreed in the UCLM Evaluation Regulations, as well as the specific evaluation norms approved by the Faculty Board of the center.

Specifications for the second resit / retake exam:

Any student who opts for the special call for completion will have to contact the teaching staff before September 30 to make the deliveries before the final test.

The rules of plagiarism and common spelling correction for the Degree will be applied. This subject will apply the evaluation criteria agreed in the UCLM Evaluation Regulations, as well as the specific evaluation norms approved by the Faculty Board of the center.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Writing of reports or projects [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	38
Writing of reports or projects [AUTÓNOMA][Problem solving and exercises]	27
Study and Exam Preparation [AUTÓNOMA][Combination of methods]	25
Final test [PRESENCIAL][Assessment tests]	2
Other on-site activities [PRESENCIAL][Other Methodologies]	10
General comments about the planning: This planning may be adapted and undergo slight modifications in the event that any extraordinary measure related to any event is undertaken or an unforeseen event arises.	
Unit 1 (de 10): Concept of audiovisual policies.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Unit 2 (de 10): The cultural and creative industries. Cultural policies and their relationship with audiovisual policies.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Unit 3 (de 10): Origin of audiovisual policies.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Problem solving and exercises]	1
Unit 4 (de 10): The context of audiovisual policies.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Problem solving and exercises]	1
Unit 5 (de 10): Audiovisual policies in the European Union.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Problem solving and exercises]	1
Unit 6 (de 10): Public Service Media.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Group tutoring sessions [PRESENCIAL][Problem solving and exercises]	1
Unit 7 (de 10): Public policies on financing the media.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Group tutoring sessions [PRESENCIAL][Problem solving and exercises]	1
Unit 8 (de 10): Policies on digitization and media concentration.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Group tutoring sessions [PRESENCIAL][Problem solving and exercises]	1
Unit 9 (de 10): Copyright in the network society.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Group tutoring sessions [PRESENCIAL][Problem solving and exercises]	1
Unit 10 (de 10): New policies: Internet governance and other policies.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Group tutoring sessions [PRESENCIAL][Problem solving and exercises]	1
Global activity	
Activities	hours
Group tutoring sessions [PRESENCIAL][Problem solving and exercises]	8
Class Attendance (theory) [PRESENCIAL][Lectures]	40
Writing of reports or projects [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	38
Writing of reports or projects [AUTÓNOMA][Problem solving and exercises]	27
Study and Exam Preparation [AUTÓNOMA][Combination of methods]	25
Final test [PRESENCIAL][Assessment tests]	2
Other on-site activities [PRESENCIAL][Other Methodologies]	10
Total horas: 150	

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
GALLETERO CAMPOS, Belén y LÓPEZ CEPEDA, Ana María	Ayudas directas y publicidad institucional a medios de comunicación en el escenario autonómico: indicadores y pautas de mejora				2018	
BUSTAMANTE, Enrique	Comunicación y cultura en la era digital: Industrias, mercados y diversidad en España	Gedisa	Barcelona		2004	
CAMPOS, Francisco	El nuevo escenario mediático	Comunicación Social	Sevilla		2011	
CASADO CASADO, Lucía	La configuración de la televisión de titularidad del Estado como servicio público en la Ley 17/2006, de 5 de junio, de la radio y la televisión de titularidad estatal https://dialnet.unirioja.es/servlet/articulo?codigo=2700970				2008	
FERNÁNDEZ ALONSO, Isabel	Austeridad y clientelismo. Política audiovisual en España en el contexto mediterráneo y de la crisis financiera	Gedisa	Barcelona		2017	
GIORDANO, Eduardo y ZELLER, Carlos	Políticas de televisión. La configuración del mercado audiovisual	Icaria	Barcelona		1999	
LÓPEZ CEPEDA, Ana María	Nuevos y viejos paradigmas de la televisión pública. Alternativas a su gobierno y (des) control	Comunicación Social	Salamanca		2015	
LÓPEZ GARCÍA, Antía	Políticas de comunicación e identidad cultural	Universidad de Santiago de Compostela	Santiago de Compostela		2007	
MONTERO, María Dolores, DÍAZ, María Jesús y QUINTAS, Natalia	El pluralismo en la televisión digital terrestre en España				2015	
DE MORAGAS, Miquel, DÍEZ, Mercé, BECERRA, Martín y FERNÁNDEZ ALONSO, Isabel	http://revistas.ucm.es/index.php/ESMP/article/view/50676 El Informe Mac Bride, 25 años después. Contexto y contenido de un debate inacabado https://dialnet.unirioja.es/servlet/articulo?codigo=1214130				2005	
MUÑOZ SALDAÑA, Mercedes y GÓMEZ IGLESIAS, Victorino	El protagonismo de la autorregulación y de la corregulación en el nuevo mercado audiovisual digital http://www.tripodos.com/index.php/Facultat_Comunicacio_Blanquerna/article/viewFile/80/303				2013	
NAVARRO, Fernando	Responsabilidad social corporativa: Teoría y práctica	Esic Editorial	Madrid		2012	
PÉREZ, Jorge	Neutralidad de red: aportaciones al debate	Ariel	Barcelona		2011	
TORURIÑO, Alejandro	El derecho al olvido y a la intimidad en Internet	Catarata	Madrid		2014	
ZALLO, Ramón	Estructuras de la comunicación y de la cultura. Políticas para la era digital	Gedisa	Barcelona		2011	
ZALLO, Ramón	La política de Comunicación Audiovisual del gobierno socialista (2004-2009): un giro neoliberal http://www.revistalatinacs.org/10/art/880_UPV/02_Zallo.html				2010	
ADDA, Jacques	La Globalización de la economía: orígenes y desafíos	Seguitur	Madrid		1999	
CALIFANO, Bernadette	Políticas públicas de comunicación: abordaje conceptual para el estudio de las interacciones entre el Estado y las empresas de medios. https://www.aacademica.org/000-093/328.pdf				2011	
MARTÍNEZ OTERO, Juan María	Un nuevo marco regulador para el sector audiovisual en Europa: la Directiva 2018/1808 en el contexto de la convergencia mediática y el Mercado Único Digital. https://recyt.fecyt.es/index.php/RDCE/article/view/73762				2019	
PÉREZ RUFÍ, José Patricio	elevisión en España y grupos mediáticos internacionales: políticas de comunicación europeas y alianzas frente a las plataformas VOD Globales.				2020	
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